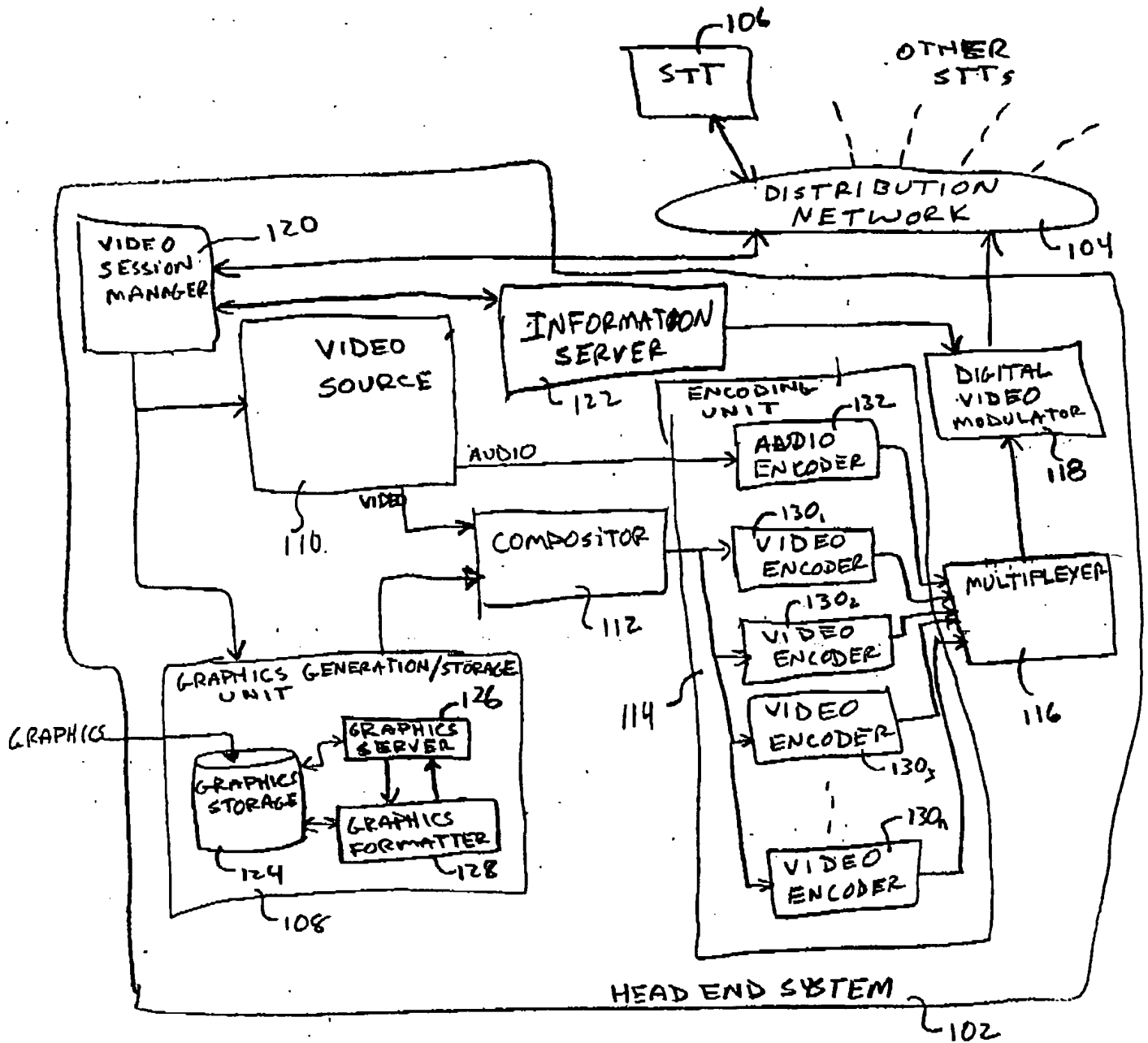


002290 22550950



100:

FIG. 1

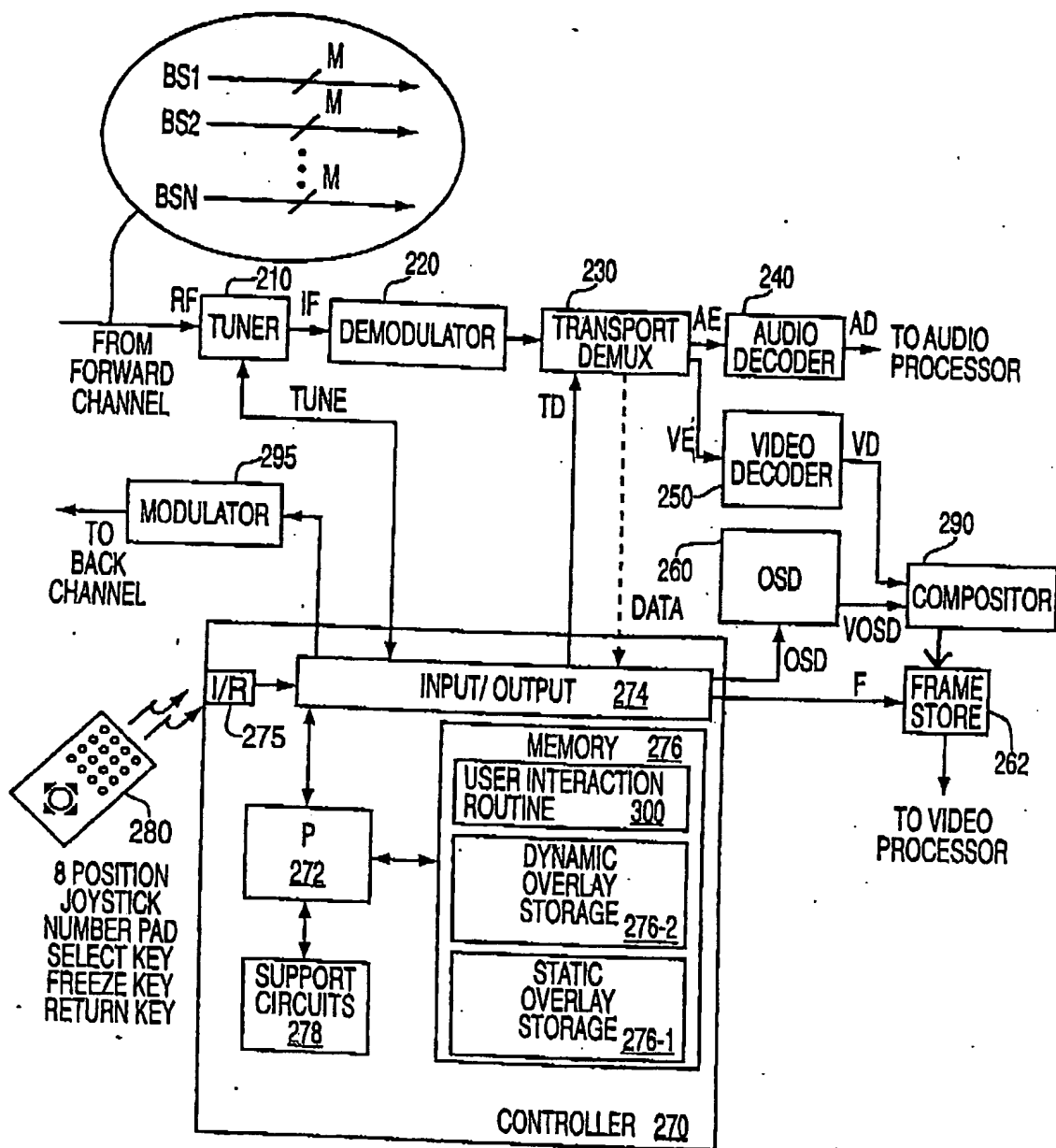


FIG. 2

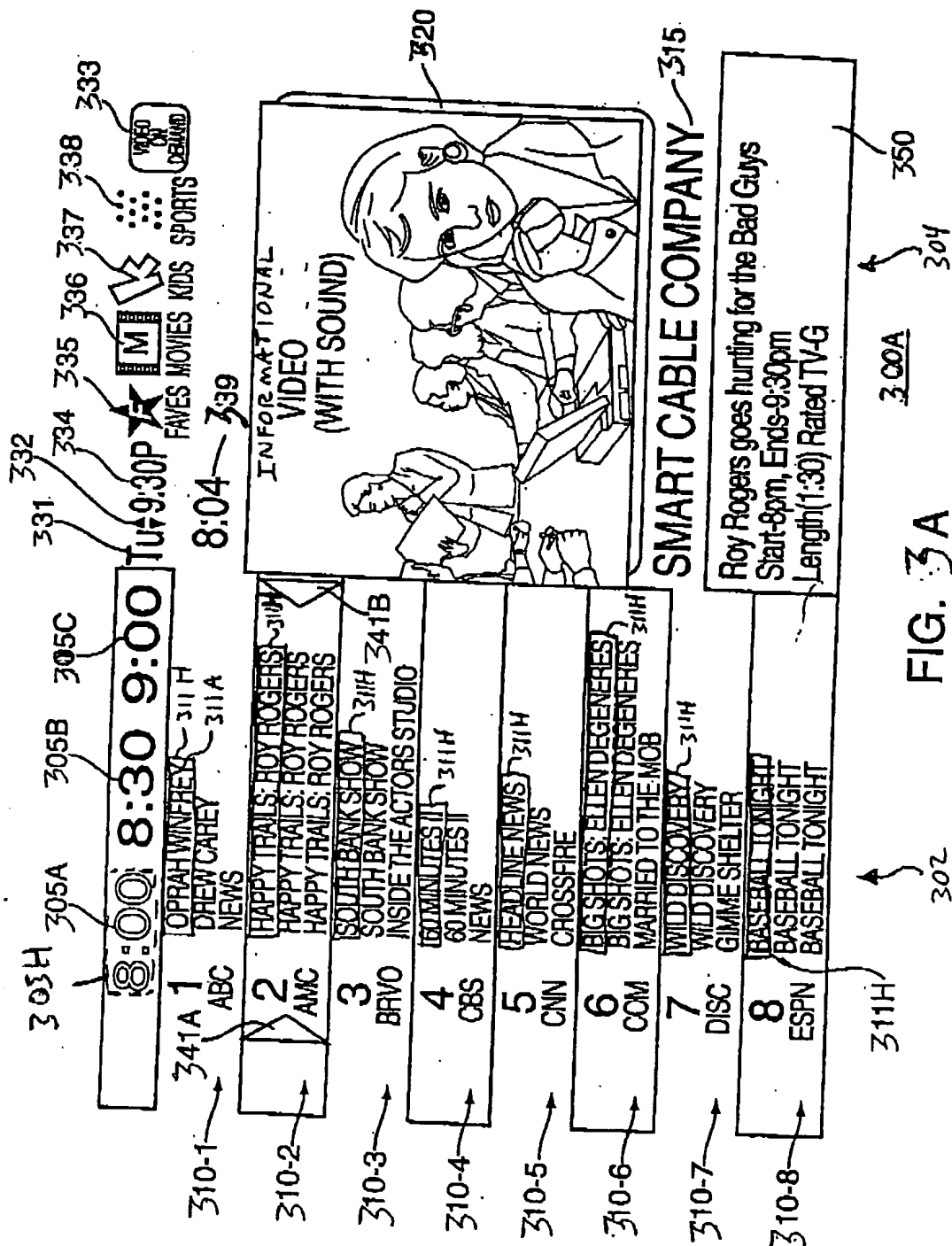


FIG. 3A

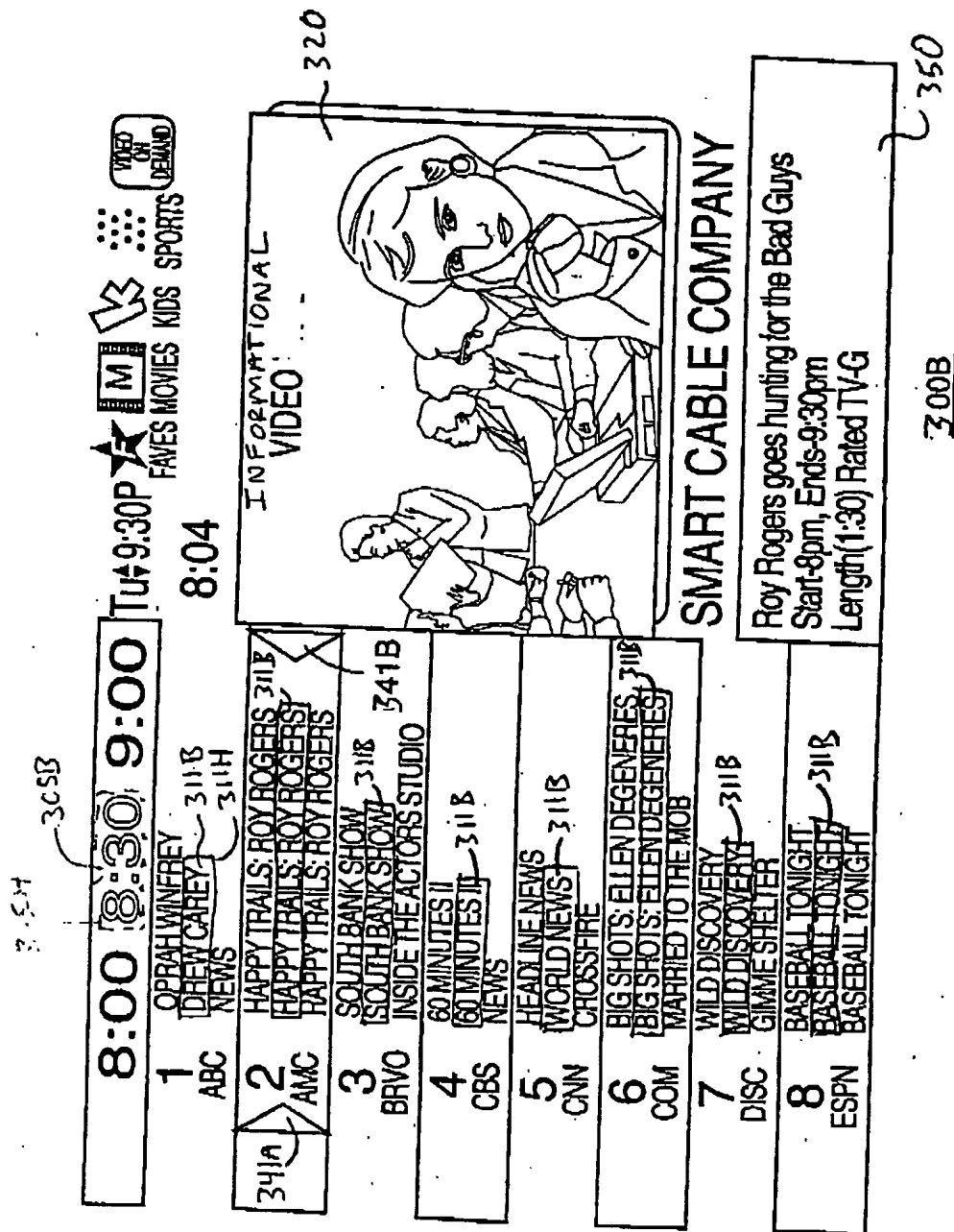


FIG. 3B

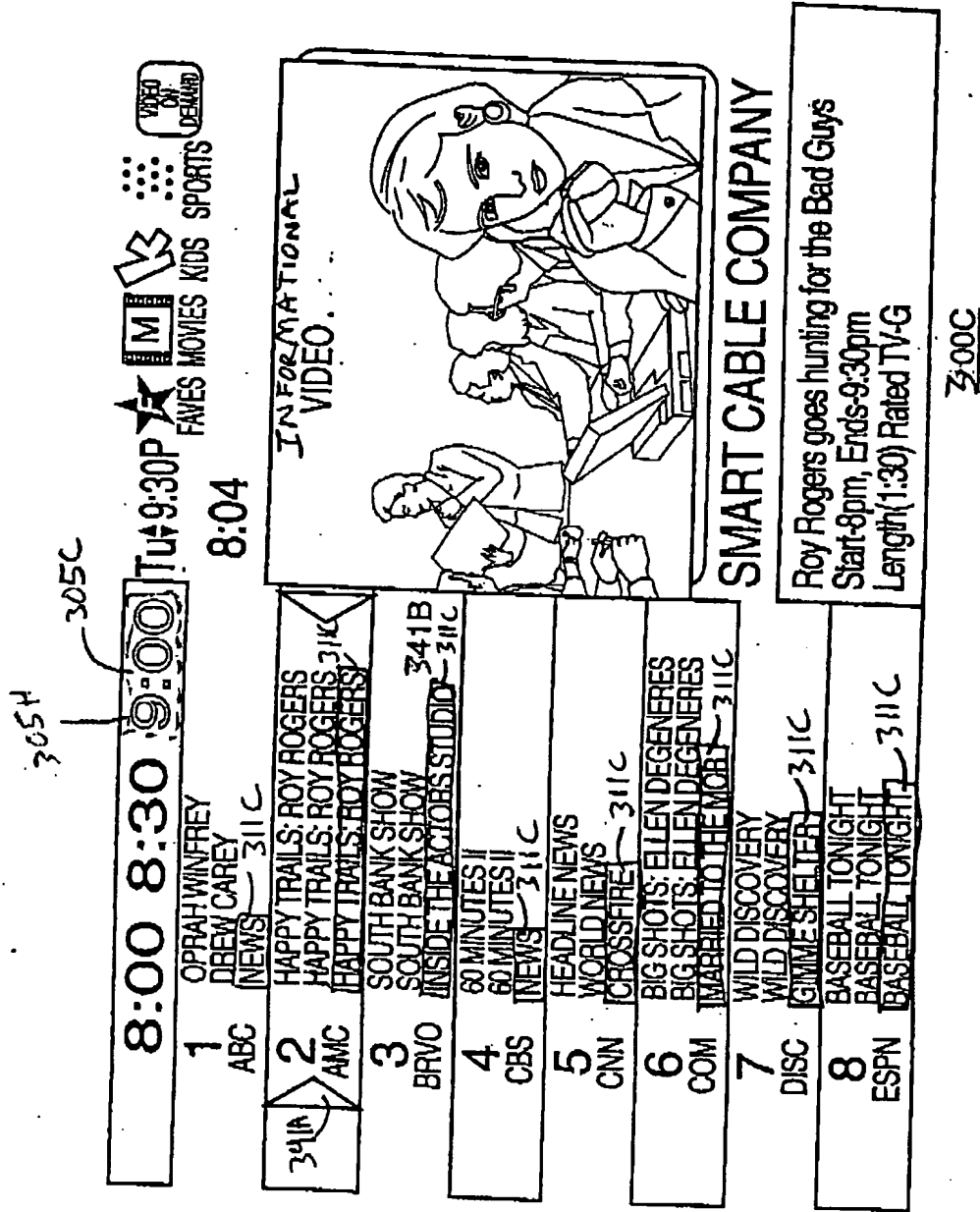


FIG. 3C

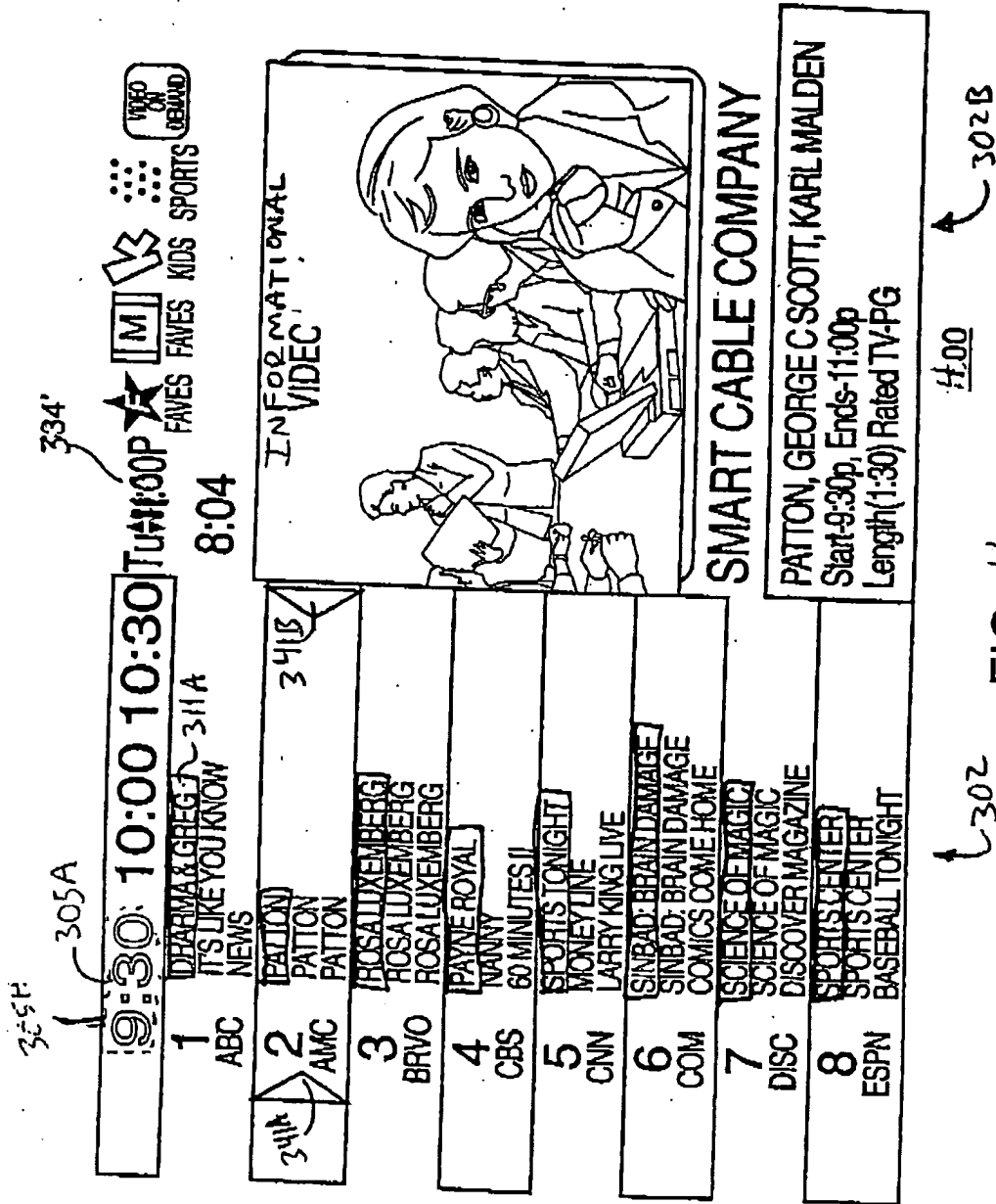


FIG. 4

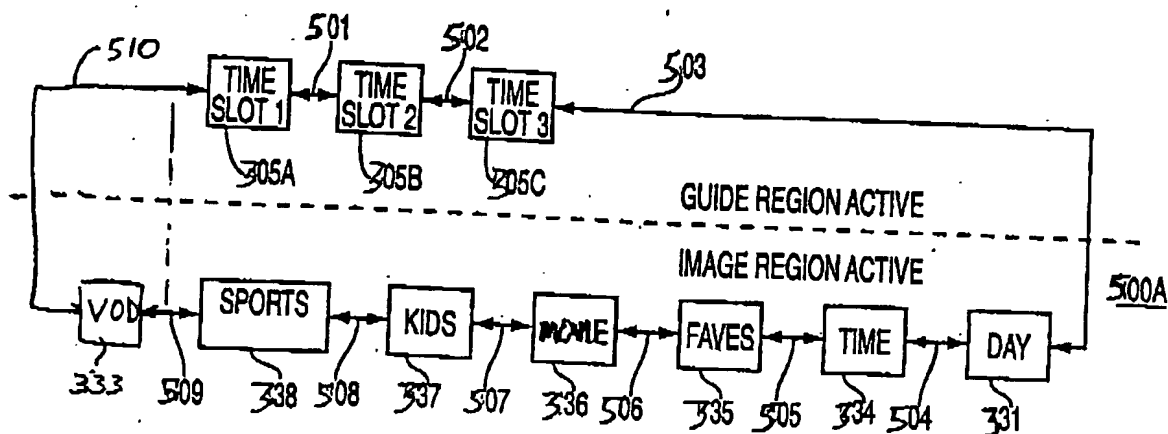


FIG. 5A

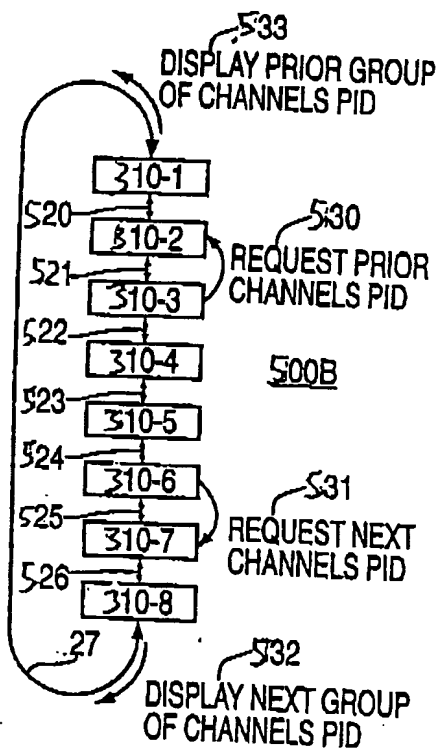


FIG. 5B

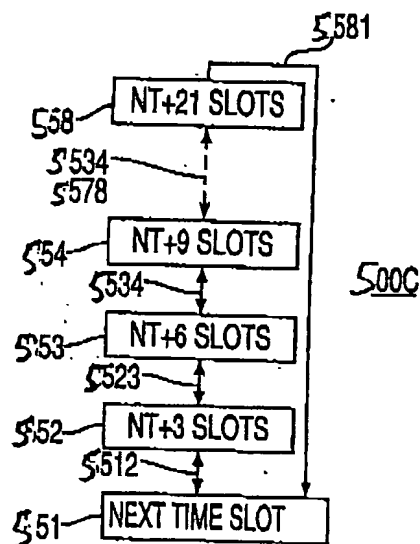
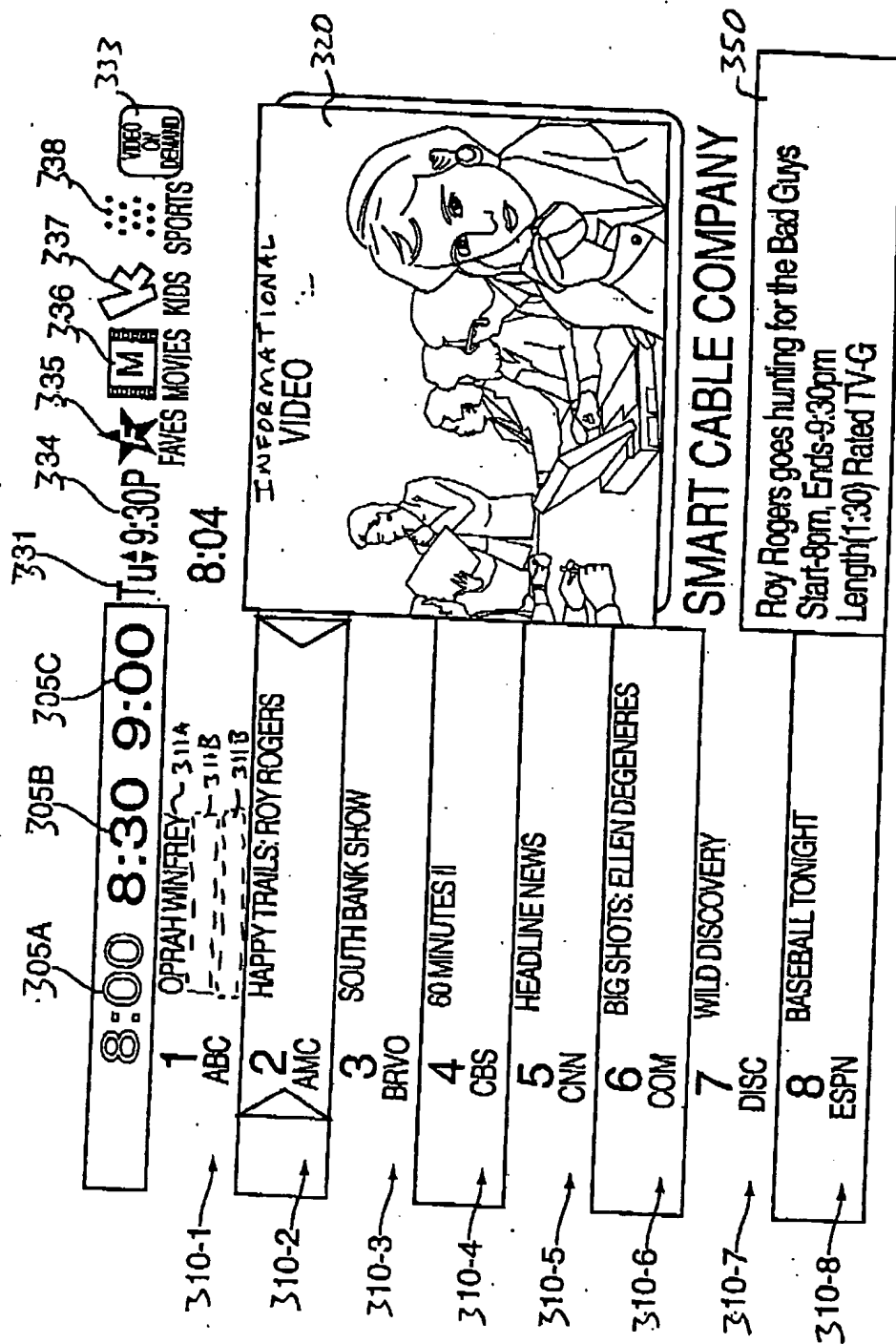


FIG. 5C



600A

FIG. 6A

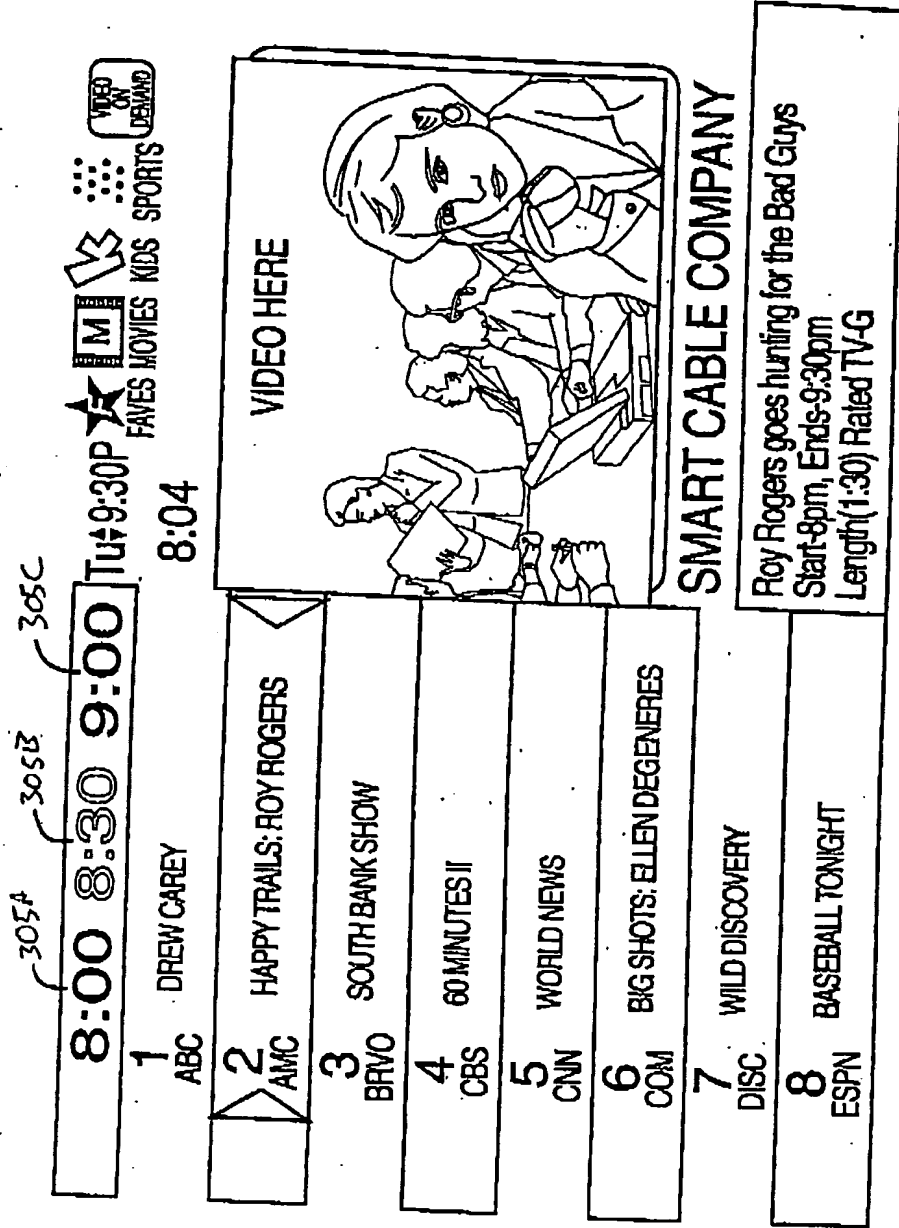
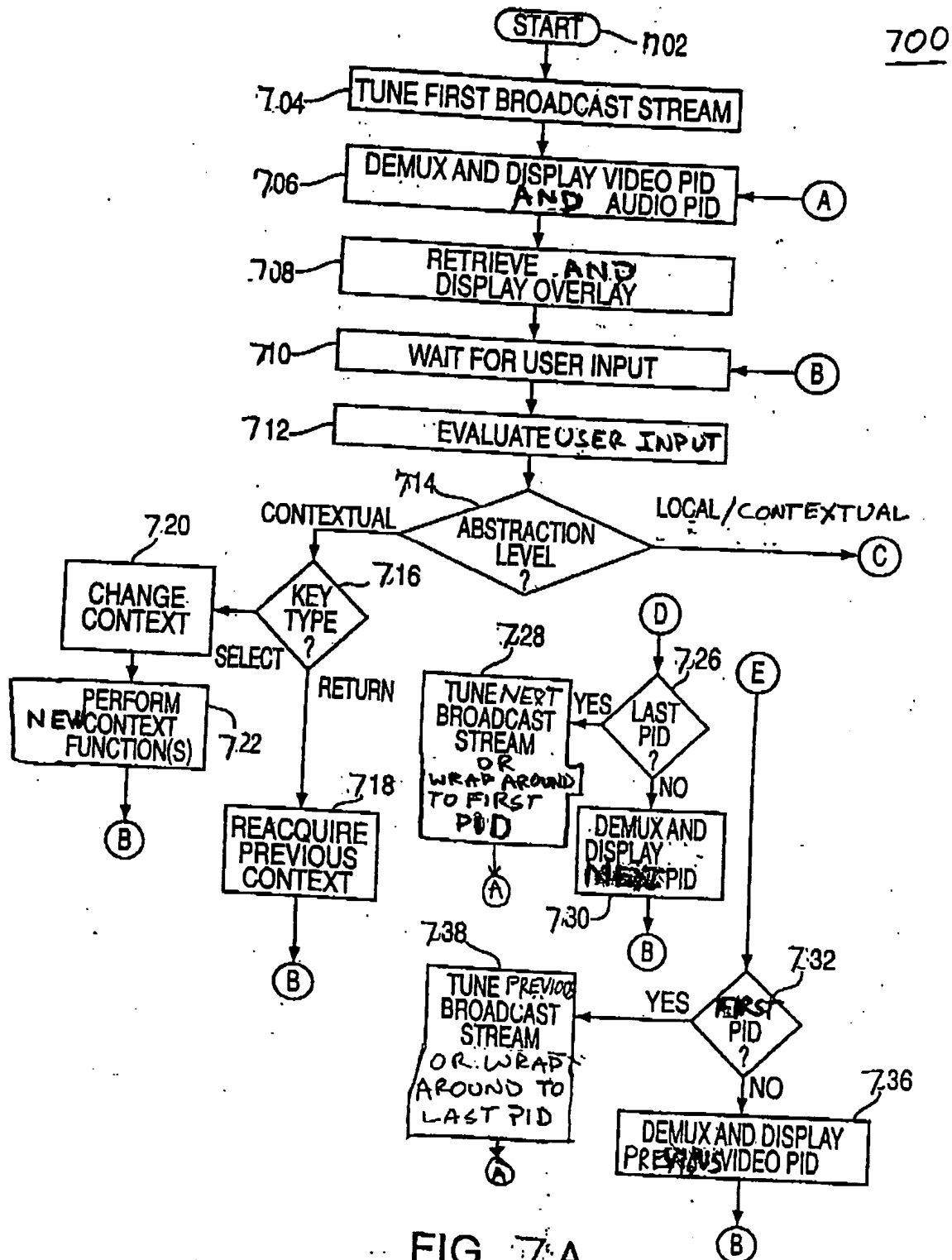


FIG. 6B 6.00B



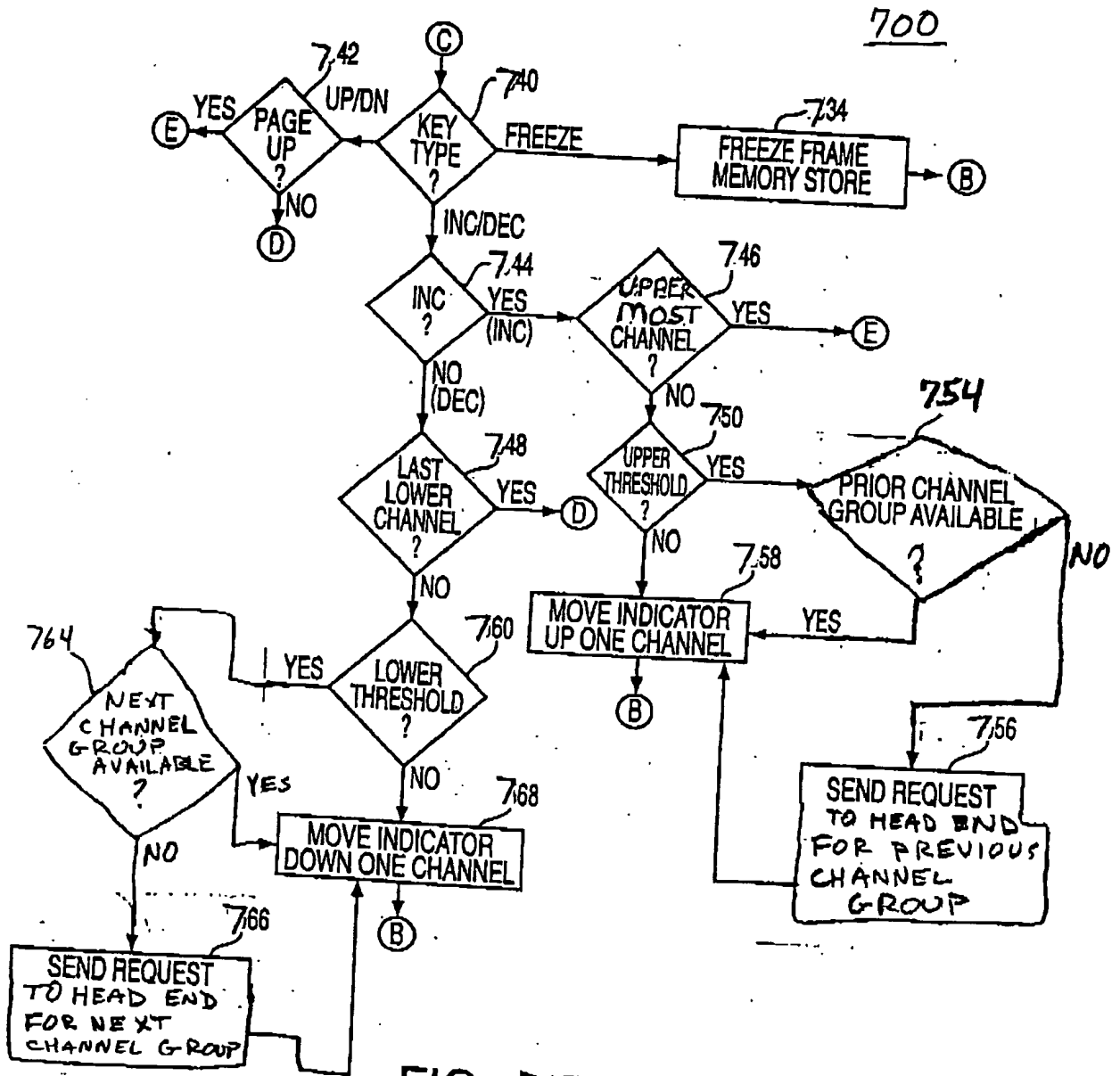
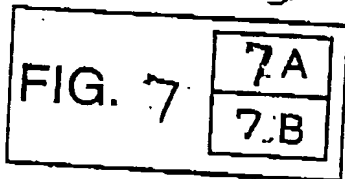


FIG. 7.B



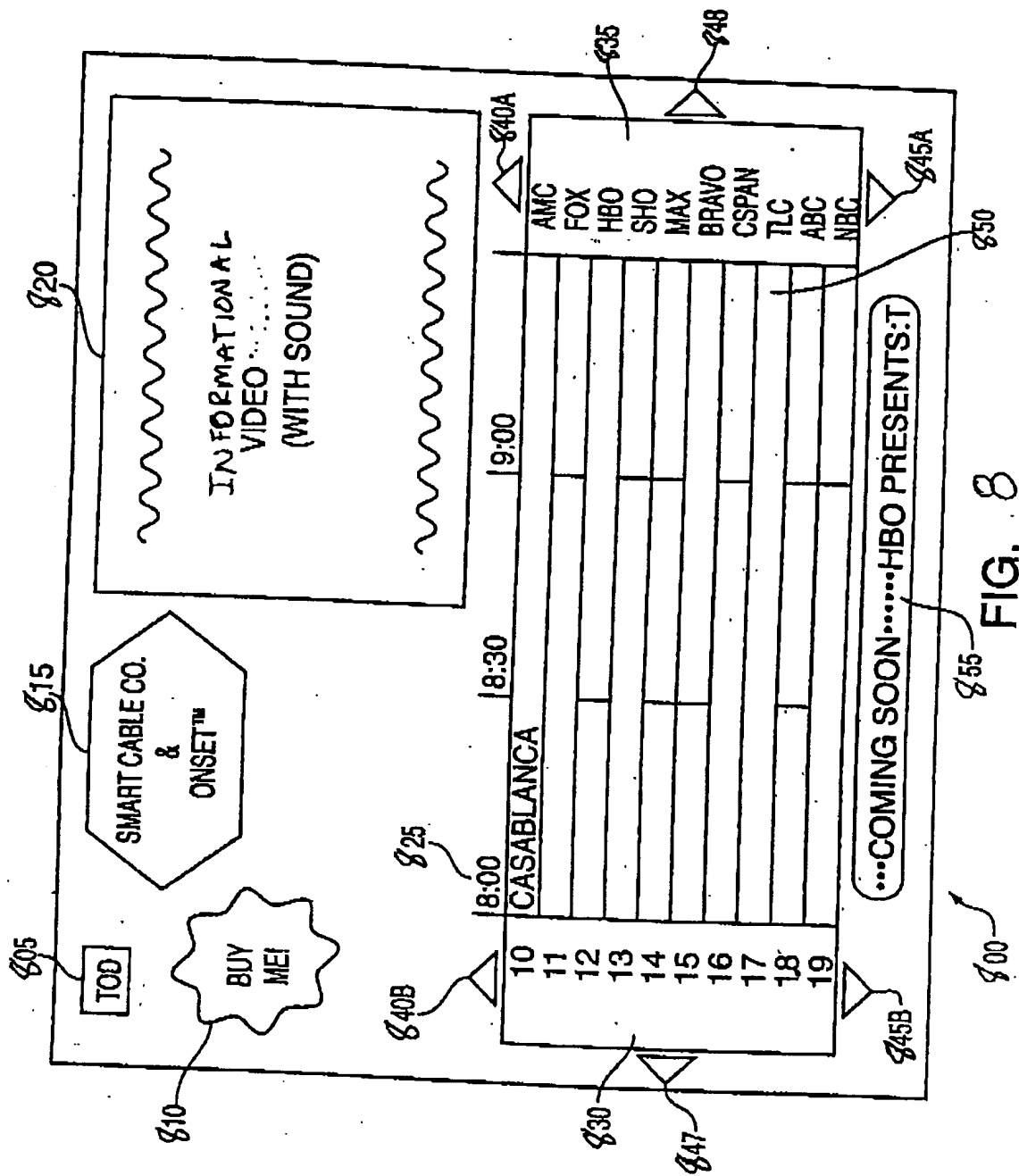


FIG. 8

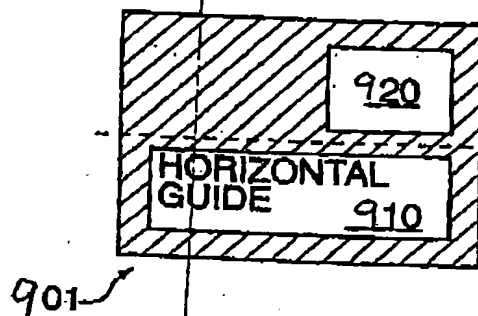


FIG. 9

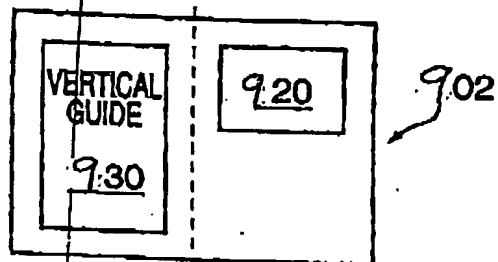


FIG. 10

KEY	GUIDE REGION ACTION	IMAGE REGION ACTION
↑ (INC)	INDICATE NEXT CHANNEL OR LAST CHANNEL OF PRIOR CHANNEL PID	VIEW NEXT TIME SLOTS POSSIBLY ENTER POINTCAST MODE
↓ (DEC)	INDICATE PRIOR CHANNEL OR FIRST CHANNEL OF NEXT CHANNEL PID	VIEW PRIOR TIME SLOTS OR ENTER TIME SHIFT MODE
↑ (PAGE UP)	INDICATE CHANNEL IN PRIOR CHANNEL PID (CORRESPONDING, FIRST, LAST OR DEFAULT)	VIEW NEXT DAY POSSIBLY ENTER TIME SHIFT MODE
↓ (PAGE DN)	INDICATE CHANNEL IN NEXT CHANNEL PID (CORRESPONDING, FIRST, LAST OR DEFAULT)	VIEW PRIOR DAY POSSIBLY ENTER TIME SHIFT MODE
→ MOVE RIGHT	EMPHASIZE NEXT TIME SLOT OR FIRST IMAGE REGION OBJECT	SELECT NEXT OBJECT
← MOVE LEFT	EMPHASIZE PRIOR TIME SLOT OR LAST IMAGE REGION OBJECT	SELECT PRIOR OBJECT
SELECT	TUNE PRESENTLY INDICATED CHANNEL	SELECT HIGHLIGHTED OBJECT OR ENTER NEW OPERATING MODE
ADD/ REMOVE	ADD/REMOVE INDICATED TITLE IN HIGHLIGHTED TIME SLOT TO FAVORITES	N/A

FIG. 11

8:00 8:30

1 **COLLEGE BASKETBALL**

2 **FOX THAT '70S SHOW**

3 **SPORTSCENTER**

4 **3RD ROCK FROM THE SUN**

5 **JAG**

6 **THE SILENCE OF THE LAMBS (1991)**

7 **WHO WANTS TO BE A MILLIONAIRE**

8 **CANTONESE NEWS**

9 **INTIMATE STRANGERS: UNSEEN...**

10 **DAYS OF THUNDER (1990)**

VIDEO DEMAND Favorites MOVIES KIDS SPORTS

Would you like to purchase this program?

▶ Yes	No	Cancel
Days of Thunder	8:00 - 9:30 p.m.	PG-13 \$2.99

Days of Thunder (1990) - You can't stop the thunder. He's a hot driver with an attitude that pushes the limits of friends and family.

CC. Stereo. PG13

Fig. 12A

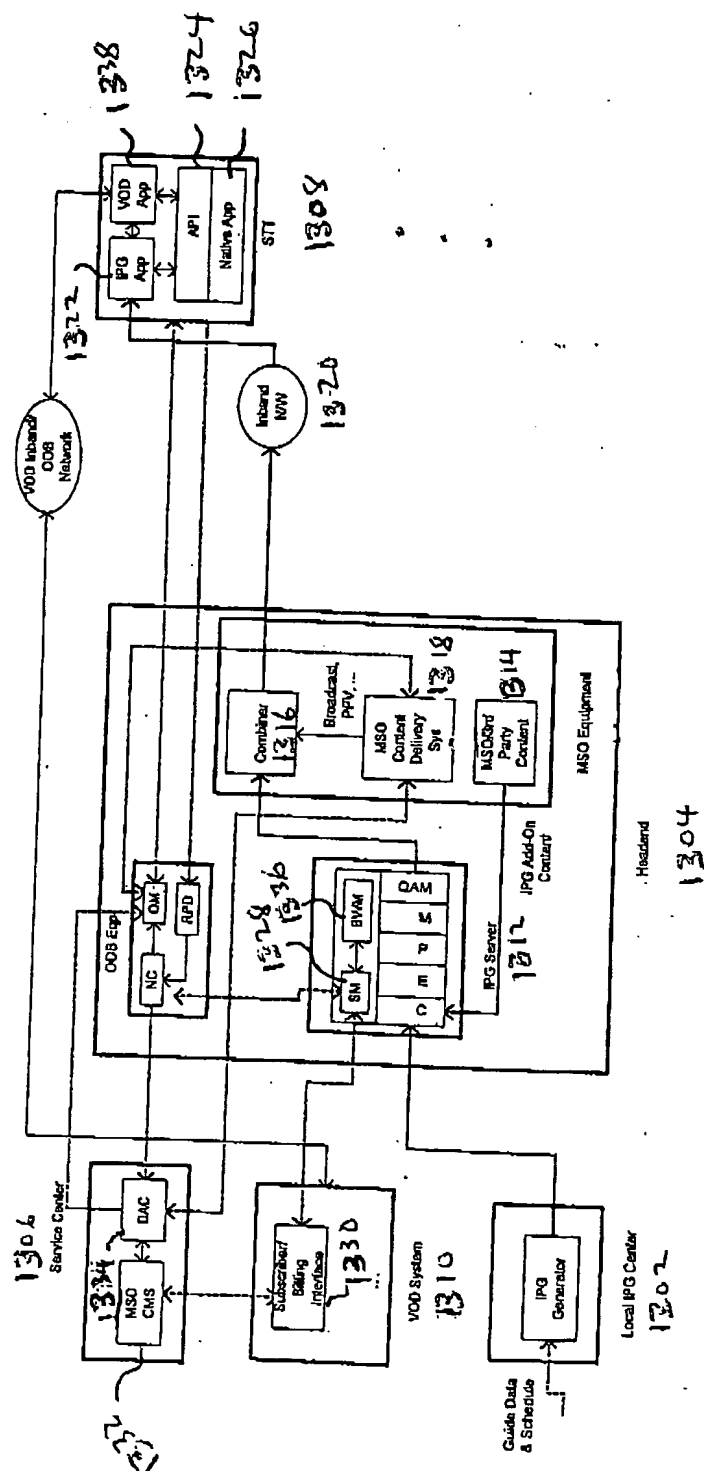
1200

12:30 PM 8:30 PM
 ESPN2 COLLEGE BASKETBALL
 2 FOX THAT '70S SHOW
 3 ESPN SPORTSCENTER
 4 NBC 3RD ROCK FROM THE SUN
 5 CBS JAG
 6 RFD THE SILENCE OF THE LAMBS (1991)
 7 ABC WHO WANTS TO BE A MILLIONAIRE
 8 KUP CARTONESE NEWS
 9 PBS INTIMATE STRANGERS: UNSEEN...
 10 KTV DAYS OF THUNDER (1990)

VIDEO DEMAND Favorites MOVIES kids SPORTS
 Would you like to set a reminder for this program?
 Yes No Cancel
 3rd Rock from the Sun
 8:30 - 9:00 p.m.

8:05 PM
 Dick and Tuck-A photo of Harrison Ford prompts Dick to visit a plastic surgeon (David Hasselhoff). CC. Stereo. Series/Sitcom tvPG

Fig. 128



25

091

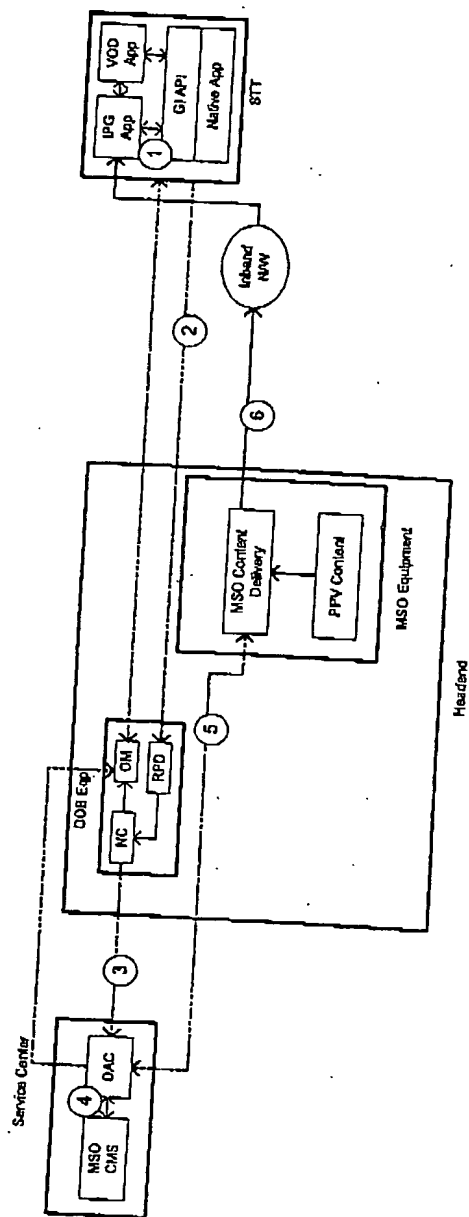


Figure 14. Impulse PPV Purchasing via Server-Centric Interactive UI

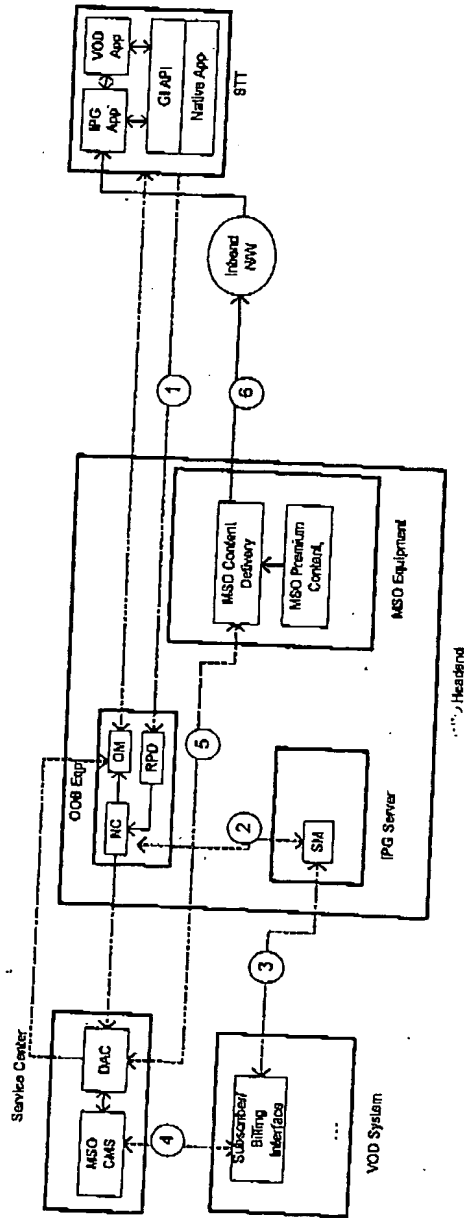


Figure 15. Premium Service Subscription via Server-Centric Interactive UI

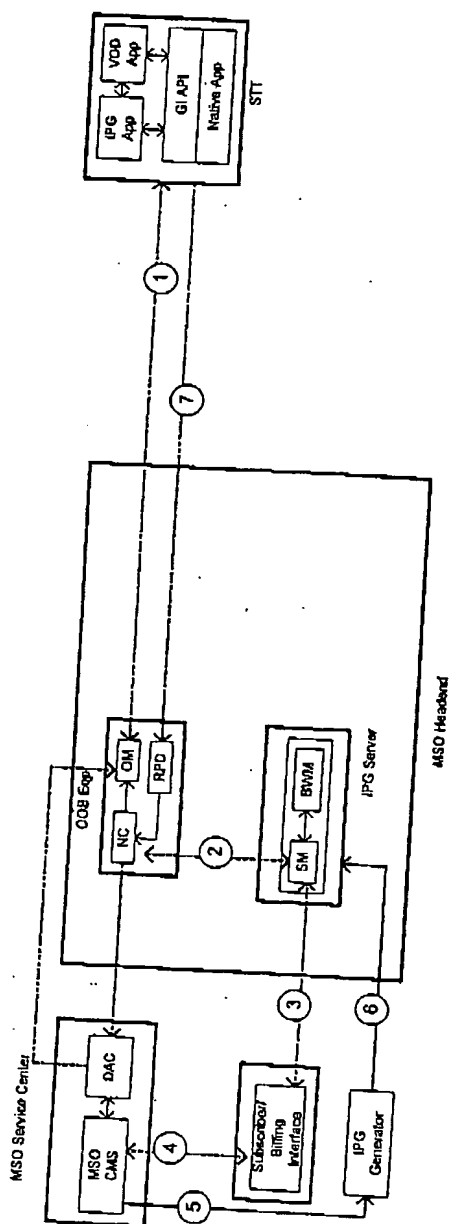


Figure 16. Impulse Purchasing from Advertisements via Server-Centric Interactive UI

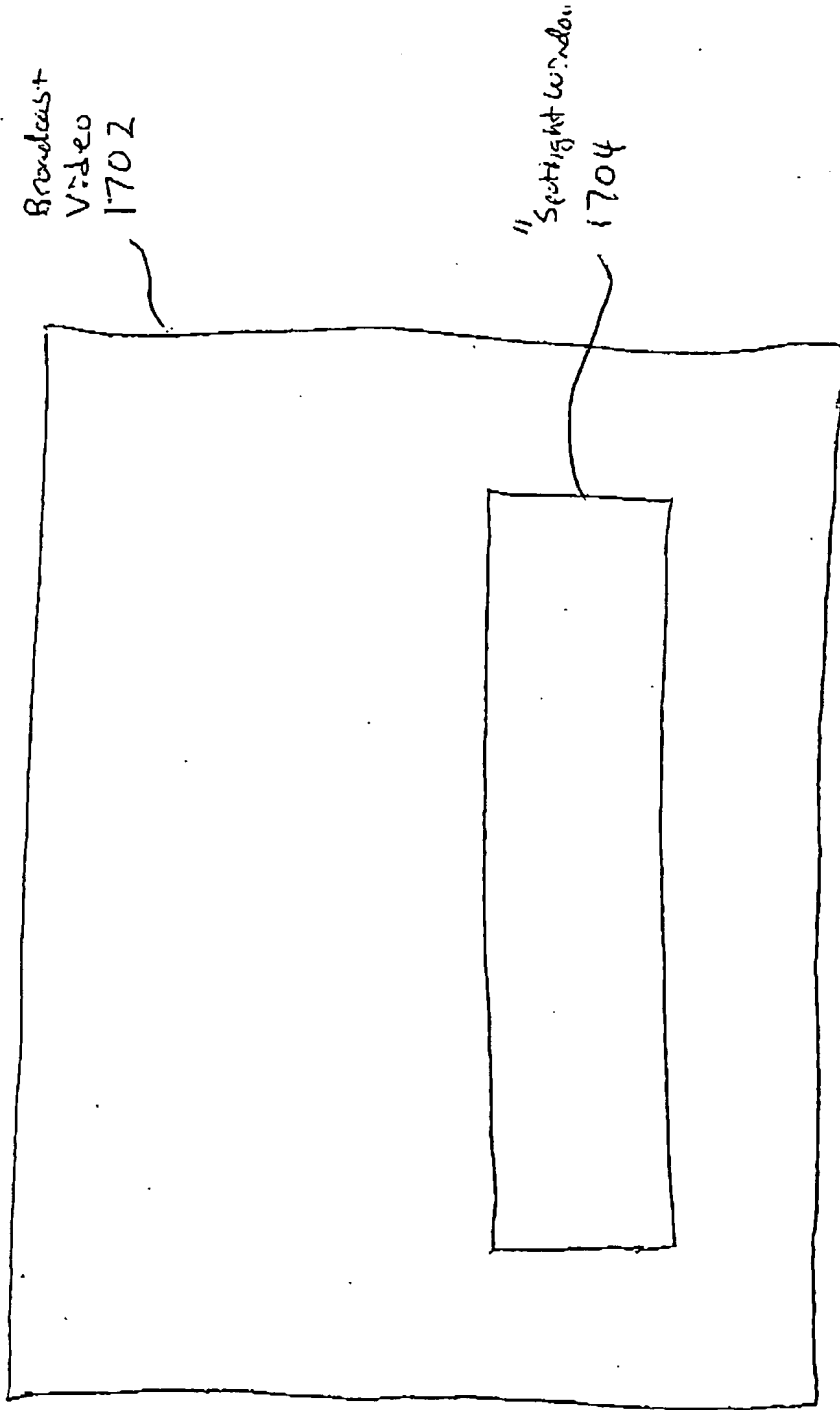


Fig. 17

8	Mavericks: The Movie	All Far M K S
ESPN	PG- 8:00-10:00 1998	CC
Comcast	The California big wave surf contest comes to television.	SAP

~ 1704g

1802

Fig. 18

007290" 22550960

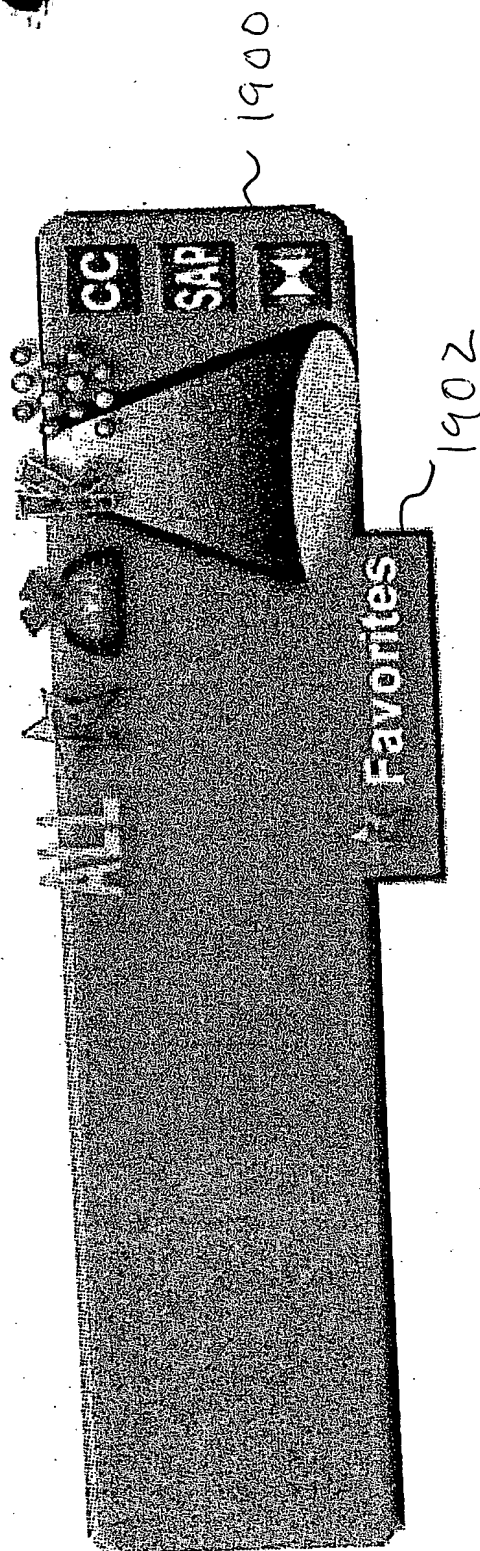


Fig. 19

002290" 22550960

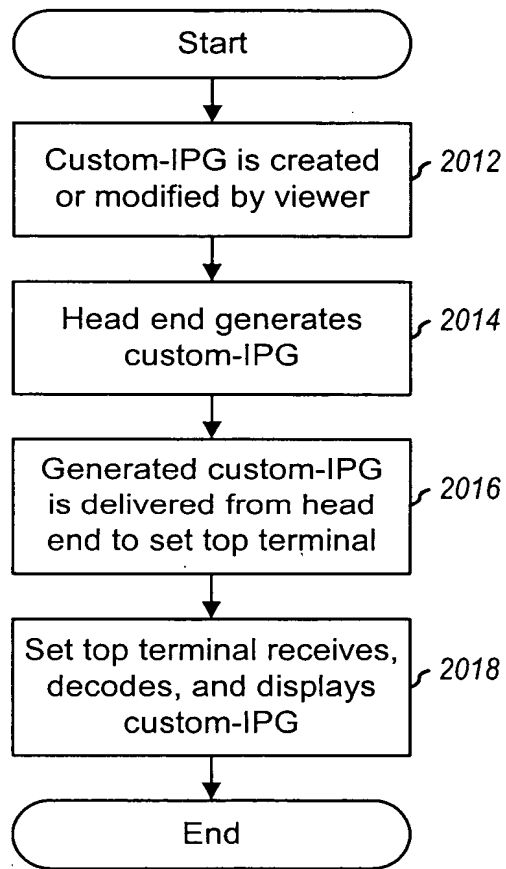


FIG. 20

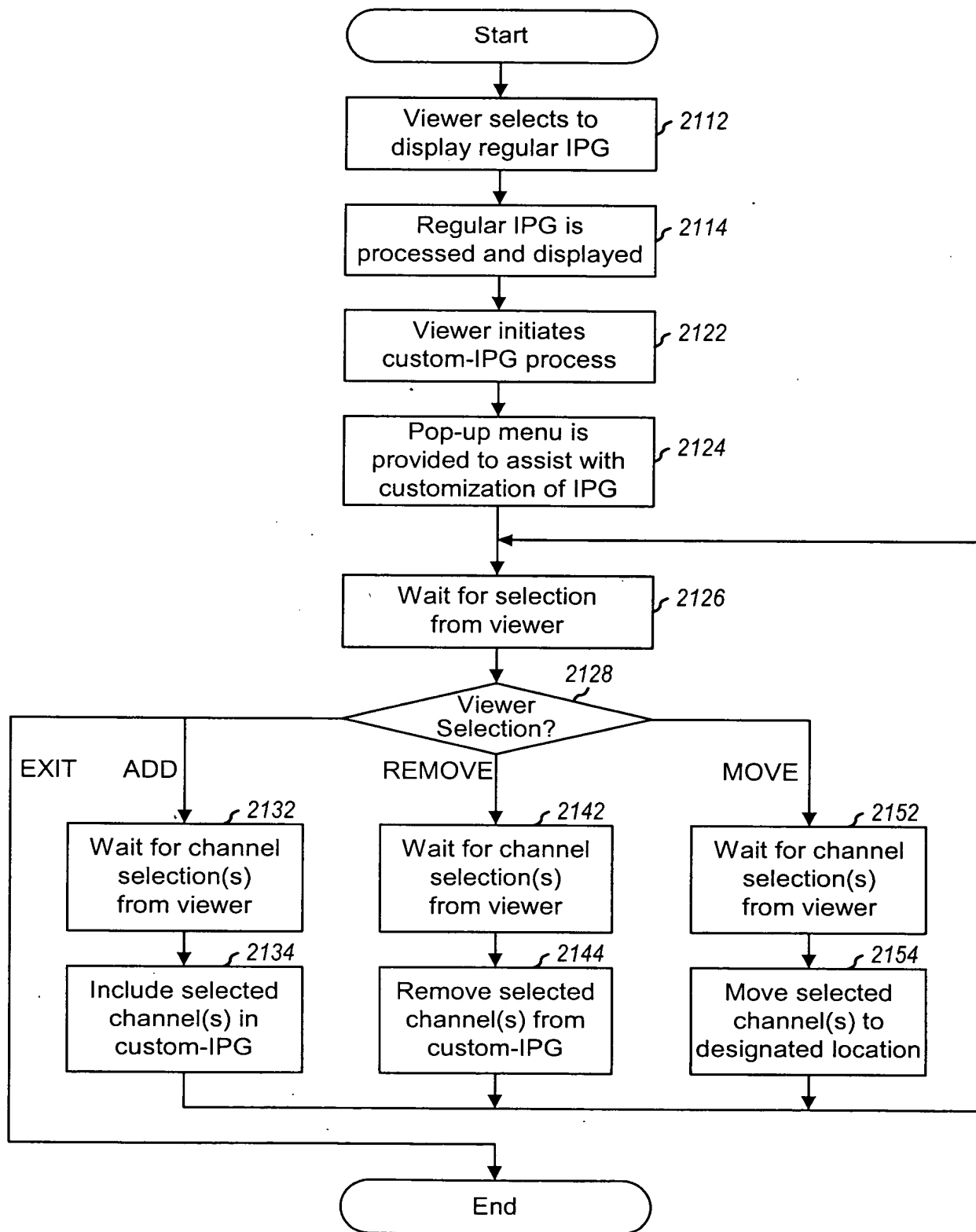


FIG. 21